

## Application for projects over \$500

**Organization Name**      Kalispell Convention & Visitor Bureau

**Project Name**              Photo/Video Library – Winter

**Application Completed by**      Diane Medler

### Approval Requested

  X   Final

       Preliminary

Promotion of winter travel to Kalispell is a high priority for the KCVB. To properly facilitate that promotion across various media we need to increase our winter footage for both still photography and video. KCVB will work with our agency of record to contract with a videographer/photographer and identify image priorities and shoot schedule. KCVB will purchase all images and footage outright.

The project will provide footage on everything on our shot list. That footage will be edited into a 2-3 minute video. Footage will also be used for other online opportunities (banner ads, pre-roll YouTube) and to pull stills we select from the final cut of the video. Shot list includes, but not limited to, skiing at Blacktail and WF Mtn Resort, skating, dog sledding, hockey, xcountr yskiing, and downtown Kalispell activity.

### Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase Kalispell CVB opt-in subscriber base by 1,000 individuals
- Increase unique visitors to DiscoverKalispell.com by 10% over FY'13
- Promote Kalispell at 3 consumer travel shows in key markets

Refer to the portions of your marketing plan, which support this project.

This project supports our goal and mission to increase awareness of Kalispell as a travel destination, drive inquiries and increase visitations during shoulder seasons, promote the affordable variety of lodging, dining and activities found in Kalispell and promote our signature events. Enables us to communicate our amenities and attractions and promote packages and events to a highly targeted audience.

How does this project support the Strategic Plan?

This project will support the 2013-2017 Montana Tourism and Recreation Strategic Plan once completed.

### KCVB PROJECT BUDGET FY 14 CONSUMER MARKETING Winter Video/Photo

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Agency services (project mgmt., pre- and post-production, edit, pulling stills)	\$2,500	+	\$0	=	\$2,500
Photo/videographer services (shooting, editing, model costs, music, travel)	\$7,500	+	\$0	=	\$7,500
<b>TOTAL</b>	<b>\$10,000</b>	<b>+</b>	<b>\$0</b>		<b>\$10,000</b>

<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	<b>\$10,000</b>	<b>+</b>	<b>\$0</b>	<b>\$10,000</b>
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